

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-13 (canceled)

14. (currently amended) A process for manufacturing retroreflective printed material comprising a viewable surface, the process comprising:

a) providing a composite comprising a temporary support sheet with a layer of microspheres partially embedded in the temporary support sheet such that the surfaces of the microspheres are partially exposed;

b) applying a reflecting layer on the layer of microspheres such that the entire layer of microspheres is covered with the reflecting layer;

c) applying a priming layer either on the partially exposed surfaces of the microspheres or on the reflecting layer such that the entire layer of microspheres or the entire reflecting layer is covered with the priming layer;

d) transferring a printed design layer from a transfer medium ~~with the printed design~~ on the ~~primer~~ priming layer and separating the transfer medium ~~without the printed design~~ from the printed design layer; and

e) applying a binder layer on the printed design layer such that the entire printed design layer is covered with the binder layer; and

f) applying a base fabric on the binder layer and completely separating the temporary support sheet from the layer of microspheres, thereby creating the retroreflective printed material;

where the printed design layer completely covers the priming layer; and

where the reflecting layer is either applied on the microsphere surface of the composite between the priming layer and the microsphere surface of the composite, or is applied on the printed design layer between the printed design layer and the binder layer.

15. (previously presented) The process of claim 14, where the microspheres are transparent glass microspheres.

16. (currently amended) The process of claim 14, where the microspheres have a diameter, and where the microspheres are partially embedded in the temporary support sheet to a depth ranging between ~~40%~~ 20% and 50% of the microsphere diameter.

17. (previously presented) The process of claim 14, where the temporary support sheet comprises a coating film and a backing sheet.

18. (previously presented) The process of claim 17, where the coating film is selected from the group consisting of a polymeric coating film, polyethylene, polypropylene, a low-density polyethylene thermo-adhesive film and an acrylic auto-adhesive film.

19. (currently amended) The process of claim 17, where the backing sheet is selected from the group consisting of ~~haff~~ kraft paper and polyester film.

20. (previously presented) The process of claim 14, where providing a composite comprises placing the microspheres on the temporary support sheet by a process selected from the group consisting of printing, cascading, transferring and screening.

21. (currently amended) The process of claim 14, where the reflecting layer is a dielectric mirror layer applied on the microsphere surface of the composite, and where the priming layer is applied on the dielectric mirror layer[~~(,)]~~.

22. (previously presented) The process of claim 14, where the reflecting layer is a light reflecting material layer applied on the printed design layer, and where the binder layer is applied on the light reflecting material layer.

23. (previously presented) The process of claim 22, where the light reflecting material layer is a vapor coating of a metal or thin reflective aluminium film layer applied by vacuum deposition.

24. (previously presented) The process of claim 14, where the priming layer is selected from the group consisting of a thin layer of transparent thermo-adhesive bicomponent polyurethane resin and a resin of a water polyether polyurethane dispersion.

25. (previously presented) The process of claim 14, where the printed design layer from a transfer medium with the printed design comprises a plurality of colors.

26. (previously presented) The process of claim 14, where the transfer medium with the printed design comprises a design with sublimite pigments.

27. (previously presented) The process of claim 26, where transferring a printed design comprises thermo-transferring at a temperature between 180°C and 220°C.

28. (previously presented) The process of claim 14, where the transfer medium with the printed design comprises a design printed on a polymer film.

29. (previously presented) The process of claim 28, where transferring a printed design comprises thermo-transferring at a temperature between 100°C and 120°C.

30. (previously presented) The process of claim 14, where the binder layer is selected from the group consisting of a bicomponent polyurethane resin and a thin layer of a hot-melt adhesive.

31. (previously presented) A retroreflective printed material made according to claim 14.

32. (previously presented) An article of clothing, sportswear or footwear comprising the retroreflective printed material of claim 31.

33. (currently amended) A retroreflective printed material comprising a viewable surface, and further comprising:

- a) a microspheres layer completely covering the viewable surface;
- b) a priming layer ~~on~~ completely covering the microsphere layer;
- c) a printed design layer on the ~~primer~~ priming layer;
- d) a binder layer ~~on the printed design layer~~ completely covering the ~~primer~~ priming layer;

- e) a base fabric on completely covering the binder layer; and
- f) a reflecting layer completely covering the microsphere layer;

where the reflecting layer is either between the microsphere layer and the priming layer, or is between the printed design layer and the binder layer.

34. (previously presented) The retroreflective printed material of claim 33, where the microspheres are transparent glass microspheres.

35. (previously presented) The retroreflective printed material of claim 33, where the reflecting layer is a dielectric mirror layer.

36. (previously presented) The retroreflective printed material of claim 33, where the reflecting layer is a vapor coating of a metal or thin reflective aluminium film layer.

37. (previously presented) The retroreflective printed material of claim 33, where the priming layer is selected from the group consisting of a thin layer of transparent thermo-adhesive bicomponent polyurethane resin and a resin of a water polyether polyurethane dispersion.

38. (previously presented) The retroreflective printed material of claim 33, where the printed design layer comprises a plurality of colors.

39. (previously presented) The retroreflective printed material of claim 33, where the binder layer is selected from the group consisting of a bicomponent polyurethane resin and a thin layer of a hot-melt adhesive.

40. (new) The process of claim 14, where the printed design layer has a thickness of less than 0.1 micron.

41. (new) The process of claim 14, where the printed design layer has a thickness of less than 0.5 micron.

42. (new) The retroreflective printed material of claim 33, where the printed design layer has a thickness of less than 0.1 micron.

43. (new) The retroreflective printed material of claim 33, where the printed design layer has a thickness of less than 0.5 micron.